



Social Media digital tool kit

Make a difference, ***your way.***
Volunteer | Fundraise & Donate | Spread the Word.

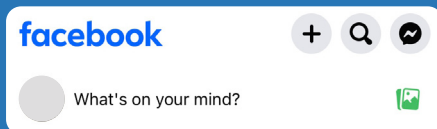
Facebook

Facebook is a really useful social media tool to help us find new supporters, access hard-to-reach audiences, build communities, generate income, and promote our events and activities.

If you share something on your Facebook page, we can access a whole new group of potential supporters!
Tell them why you support us and a little bit about what we do or who we help.

To share something on Facebook

From the top of your Feed, click on the text
"What's on your mind, [Name]?"



Add a text update or click the type of post that you'd like to share (e.g. photo/video, feeling/activity).

You can also:

- Add a photo or video.
- Add a location.
- Tag friends.
- Add how you're feeling or what you're doing.

Tagging in friends widens your audience, getting your post in front of more people. More people equals more support and hopefully more donations!

Click the audience selector at the top (e.g.) to select who you'd like to share your post with.

Click Post.

To share a post made by the hospice team

Click on the Share icon in the bottom right hand corner of the post, add any comment you'd like to make in the 'Say something about this' text box, and click Share Now.

Our Facebook page handle is @cynthiashospice – if you're not already following us, take a look and give us a like!

You can also set up a Facebook group for supporters, where you can communicate with each other, share common interests and express opinions. A group is a safe and reliable space to speak with and update each other, as well as enabling supporters to speak with one another and share stories.

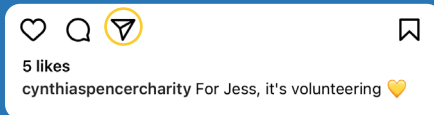
Instagram

Charities like ours can use Instagram to highlight their mission, ask for help and build a community of likeminded supporters and volunteers.

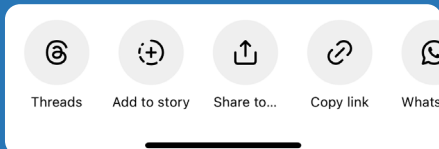
The visual element of this popular platform makes it really eye catching and powerful.

To share a post by Cynthia Spencer Hospice on Instagram

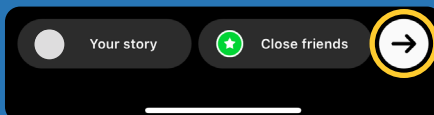
Click on the arrow icon at the bottom of the post.



This will bring up options of how to share



For Add To Story, simply click the first icon which is labelled add to story and then click the right hand arrow illuminated in white.



You can also choose the Copy Link option then paste the link on a new post on another platform or share it with your friends via text. There is also a Share To option which allows you to share the post on WhatsApp or by email.

To post yourself

Click on the + icon and choose the type of post you'd like – post, story, reel or live.



For a post, choose your image, then click Next. Choose a photo filter should you wish to use one and add music using the musical note symbol.

Write a caption in the caption box. This could be something like:

I'm excited to say that I'm involved with (ORGANISATION) and this weekend they are holding a (EVENT) to help them reach their income budget of £2.2 million this year.

They are a hugely worthwhile cause because (ADD REASON).

You can also get involved by (EXPLAIN HOW AND ADD CONTACT DETAILS)

Our account handle is @cynthiaspencercharity – check us out and follow us if you're not already.

LinkedIn



LinkedIn is the world's largest professional network on the internet and is used to make connections with other professionals, find job opportunities, share best practice and network.

For charities like ours, it is a great way to highlight our cause and attract corporate sponsorship. If you have a good LinkedIn network or have connections that you believe might be interested in donating to a local cause, please share our posts and feel free to post yourself to generate new support.

To share a post by the hospice team

You can either click on the Repost button at the bottom of the post



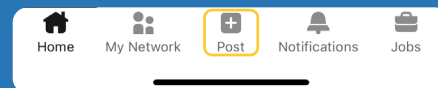
which then gives you the option to instantly repost to your feed, or repost with your thoughts, allowing you to create a new post with our post attached.

-  **Repost with your thoughts**
Create a new post with this post attached
-  **Repost**
Instantly bring this post to others' feeds

You can also use the arrow Send button to send the post to someone else on LinkedIn, who you can choose from your list of contacts.

To post yourself

Click on the + icon



Write a caption in the caption box. This could be something like:

I'm excited to say that I'm involved with (ORGANISATION) and this weekend they are holding a (EVENT) to help them reach their income budget of £2.2 million this year.

They are a hugely worthwhile cause because (ADD REASON).

If you're a business looking for a charity partnership or volunteering opportunities, contact the CSH team today at (EXPLAIN HOW AND ADD CONTACT DETAILS)

On LinkedIn you'll find us under Cynthia Spencer Hospice Charity.

Don't forget to...

Use hashtags

It is helpful to add relevant hashtags to your captions to increase the visibility of posts. You can use specific event hashtags for example #ColourRun or #Cycle4Cynthia or more general, hospice related hashtags such as;

#StrongerTogether
#LiveEveryMoment
#MakeADifferenceYourWay
#HospiceCare
#Charity
#Fundraising
#TogetherWeCan

Tell your story

Share your own personal story about why you support the hospice. Personal anecdotes resonate more and can significantly increase engagement and empathy among readers. It is highly likely that someone else will be able to relate to your experience and will have their own story to share.

Shares and Likes

Even if people can't donate, encourage them to share and like our posts for a significant contribution to our organisation's visibility and reach.

Use emojis

Relevant emojis can help with the tone of your post and add visual interest.

Add a call to action

In your caption, why not include a question at the end to encourage comments or share a link to encourage your audience to find out more or donate.

Interaction

Please respond to comments that other people put on your posts to foster a sense of community and engagement. Interaction can also increase the post's visibility in feeds.

Tag other accounts

If you mention other accounts you'll gain added visibility and reach.

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